

FIG. 1

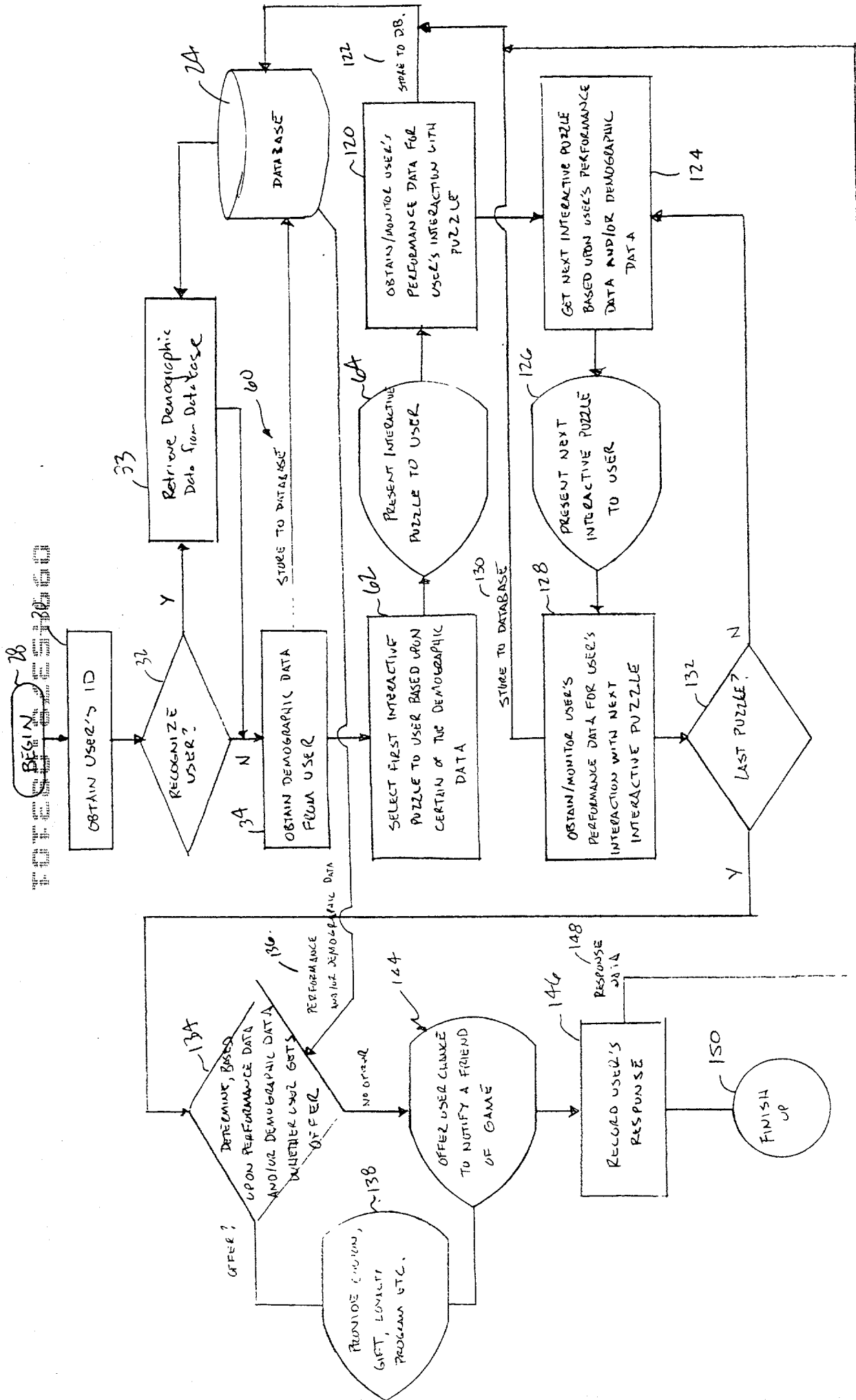


FIG. 2

FIGHTER PROFILE ID: 1089573

Must check all equipment with front office!!

Name: Jaybone

*Weight Class: ☐ Gamer ☐ Granola ☒ Suit ☐ Soccer mom/Soccer dad ☐ Frat boy/Sorority girl

Theme Music: ☐ Prize Fight Riot ☐ Jab Jam ☒ Knock Out Score ☐ Adversity Theme

E-mail Address: woffington@padternity.com

*Age: 25-34 *Sex: ☒ Male ☐ Female

Zip: 45208

Trunk Choice: ☐ ☐ ☐ ☐ ☐

*Pet Ownership: ☐ ☐ ☐ ☐ ☐

*required fields

Quit

FIGHTER MEASUREMENTS

WEIGHT MUST BE TAKEN BY CERTIFIED TRAINER.

OFFICE USE:

continue

FIG. 3

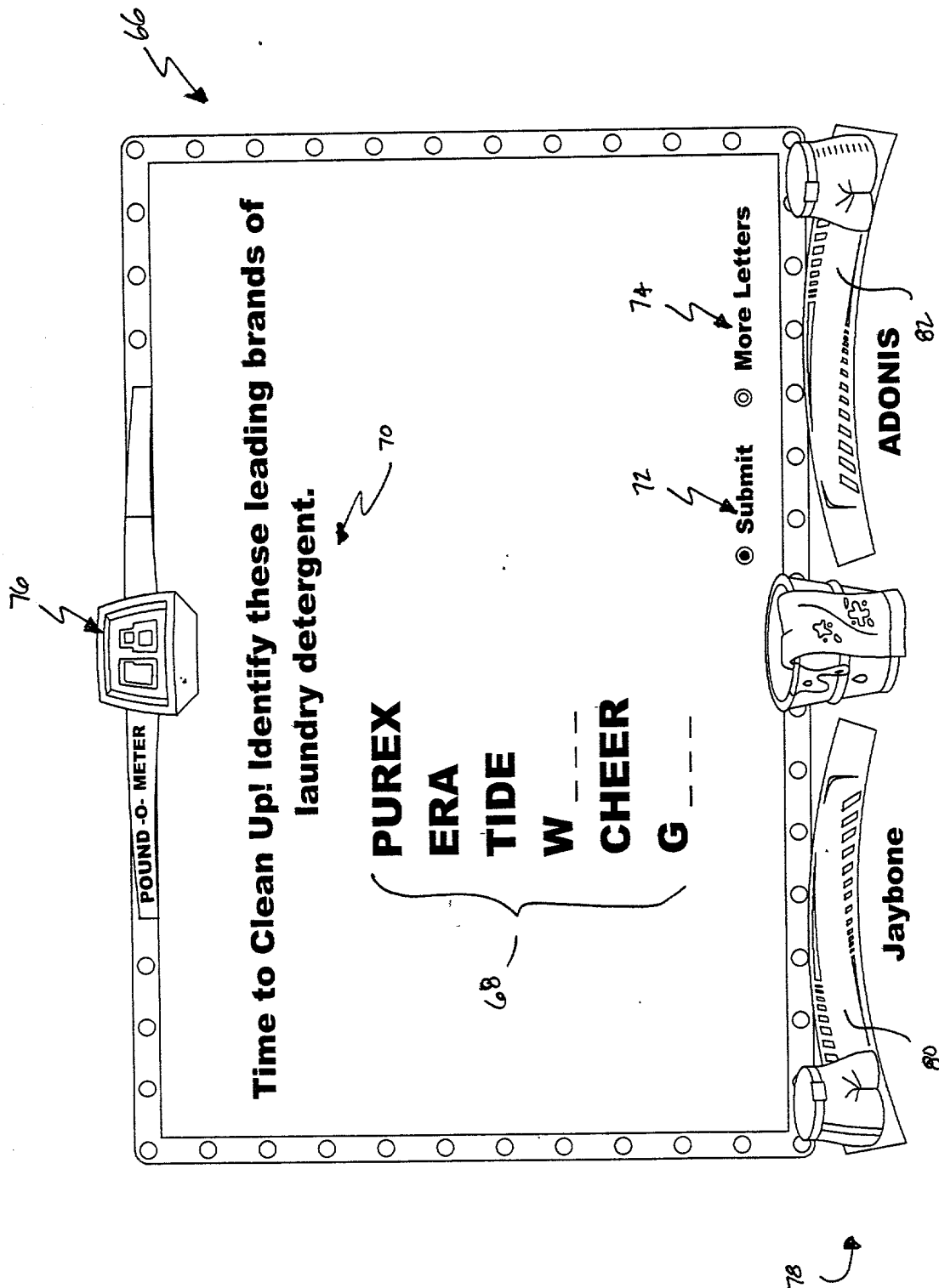


FIG. 4

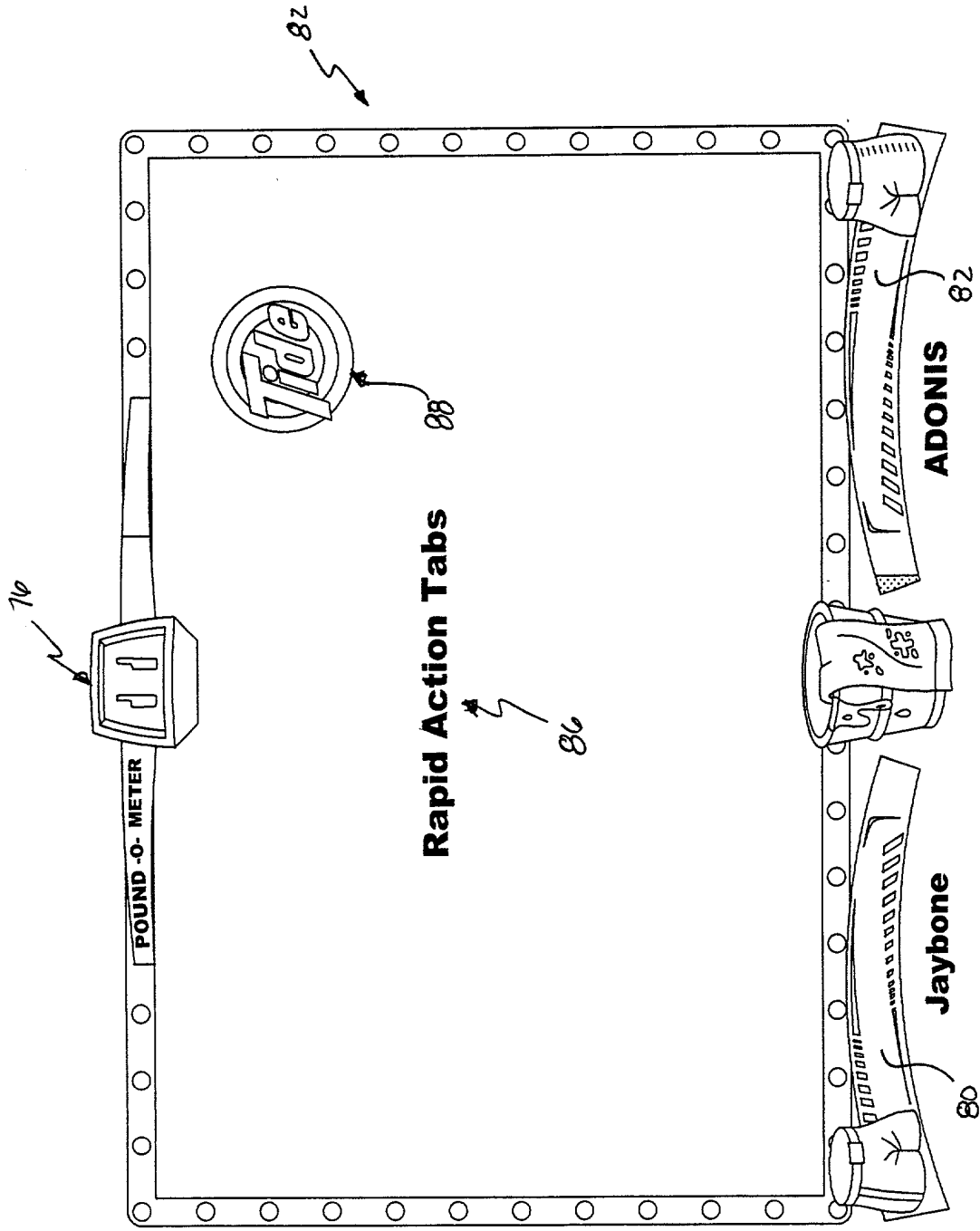


FIG. 5

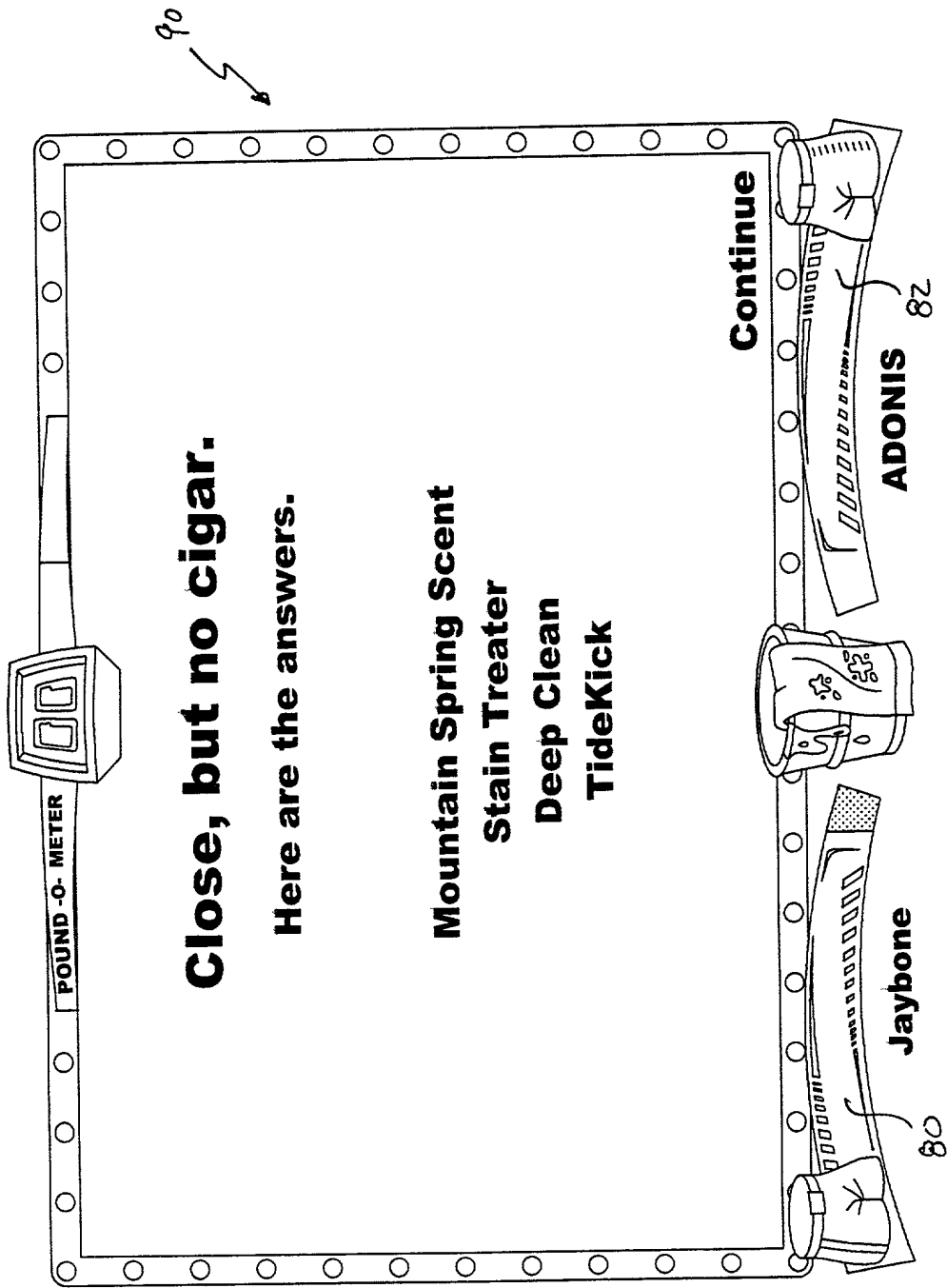


FIG. 6

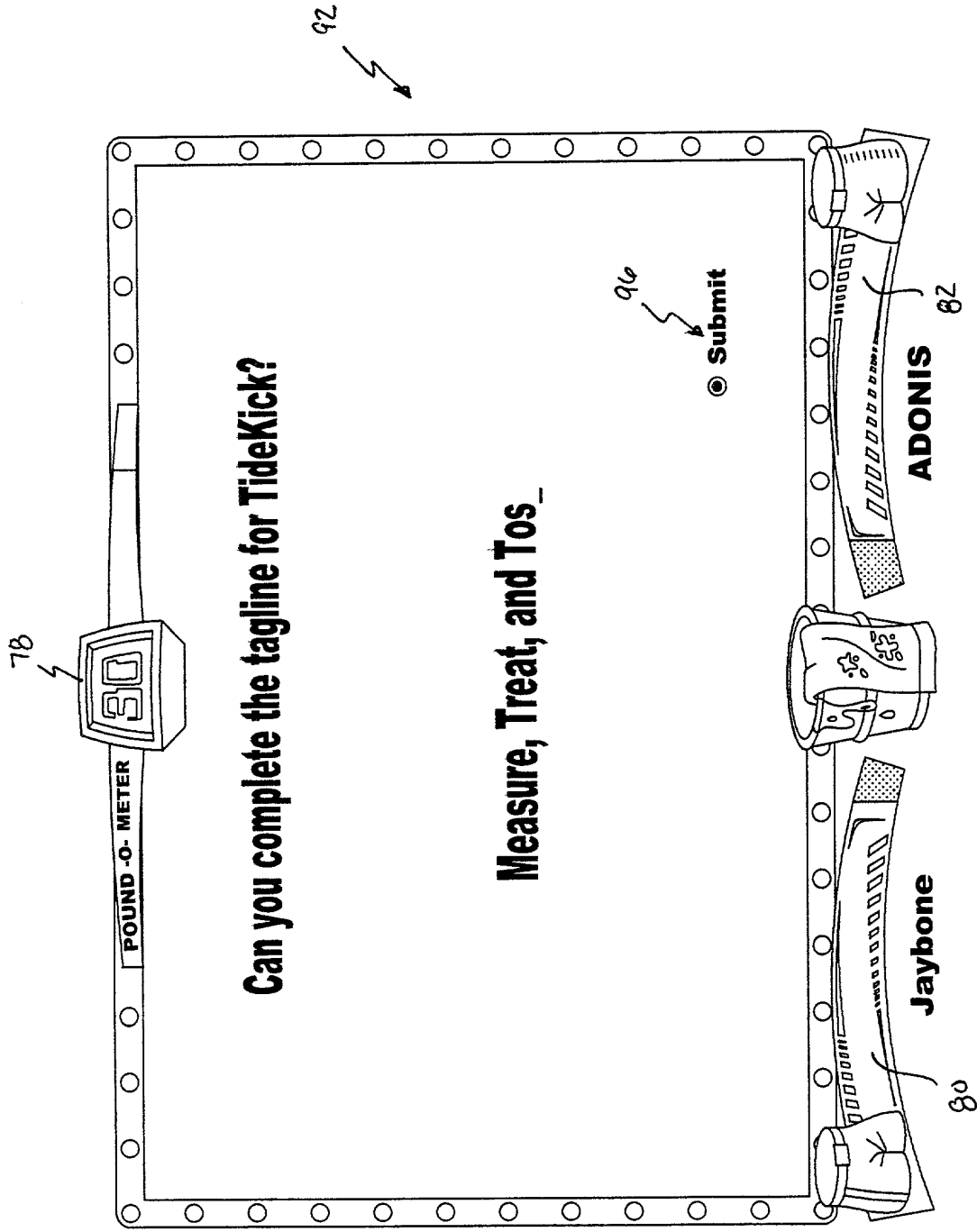


FIG. 7

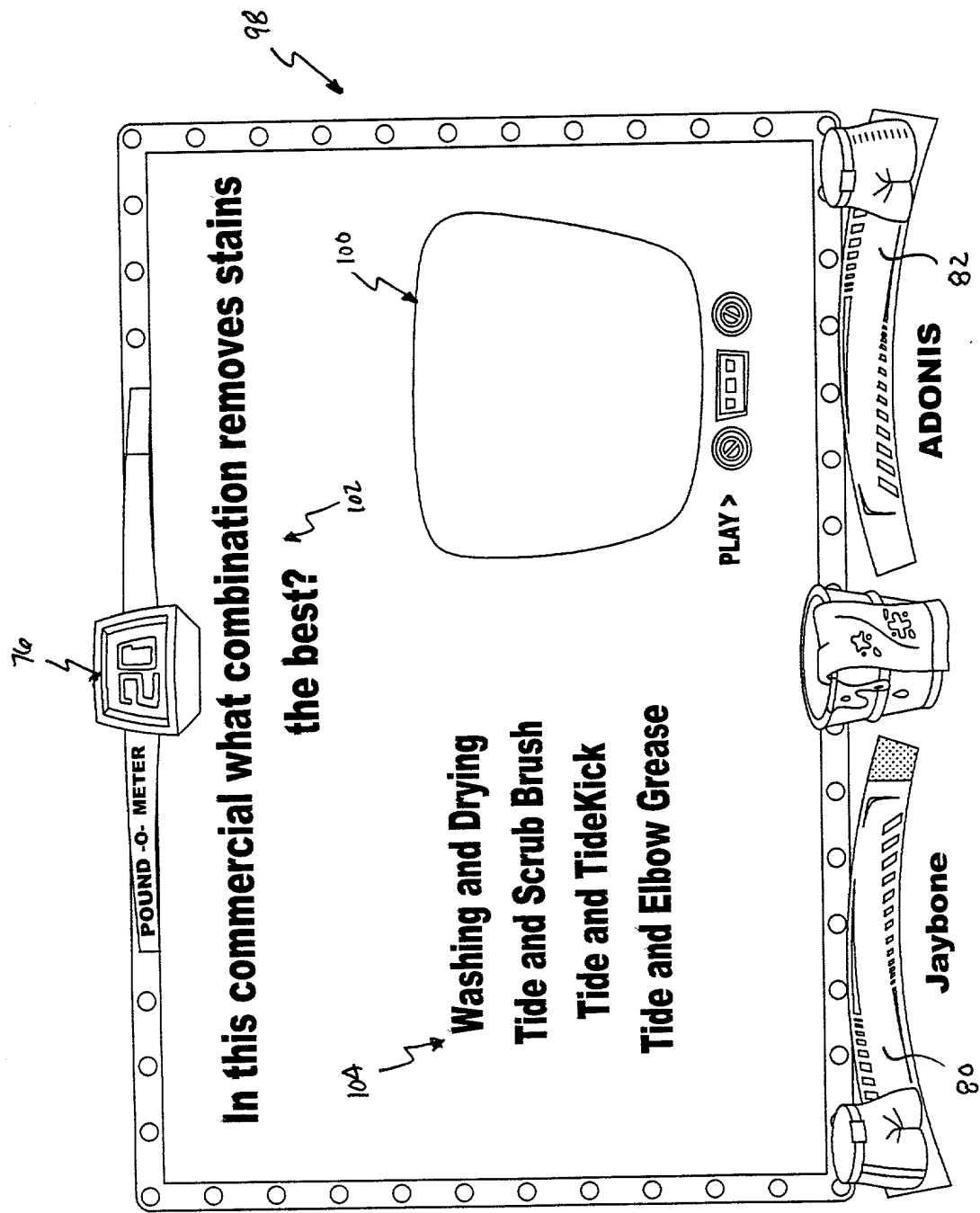


FIG. 8

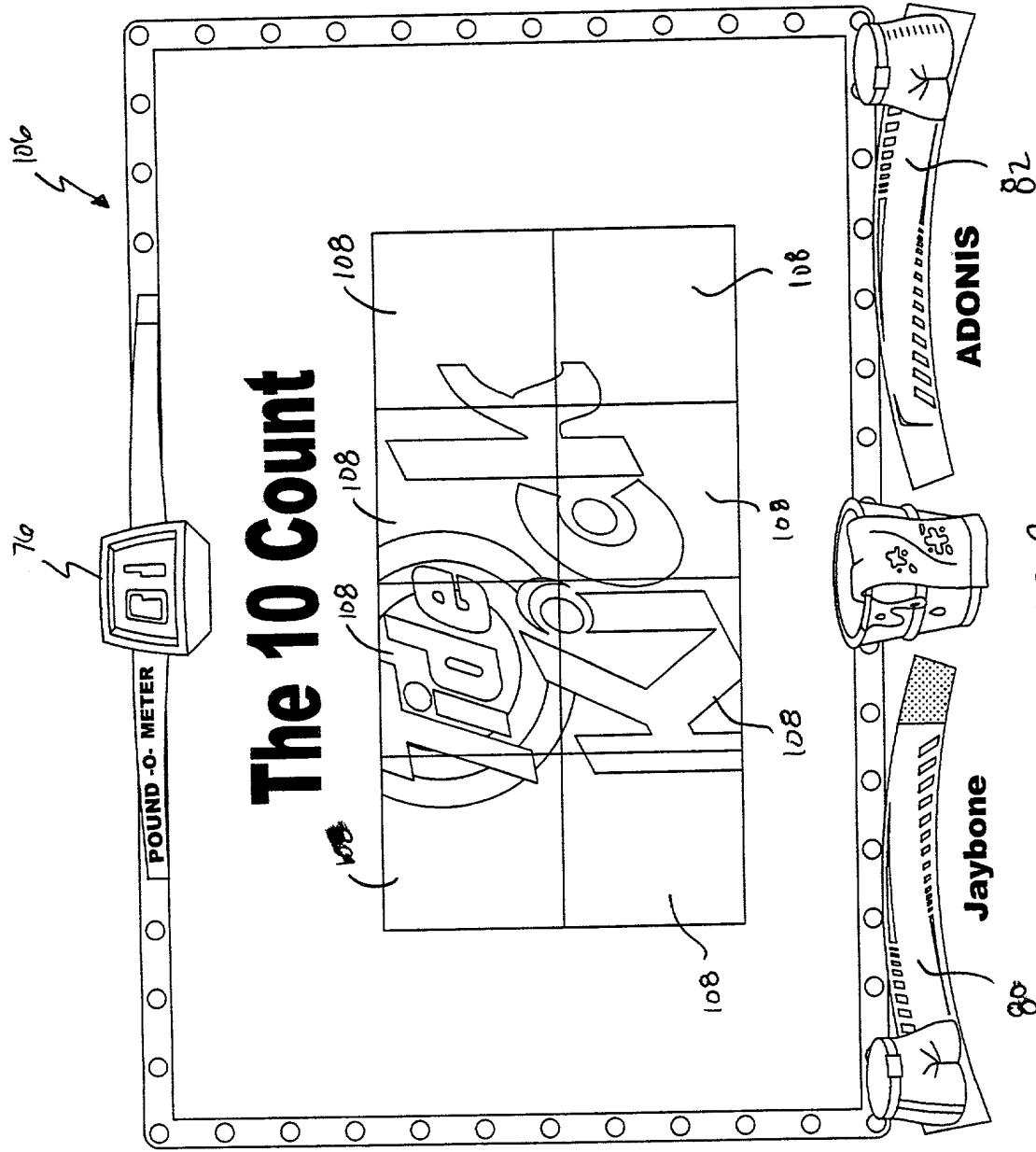


FIG. 9

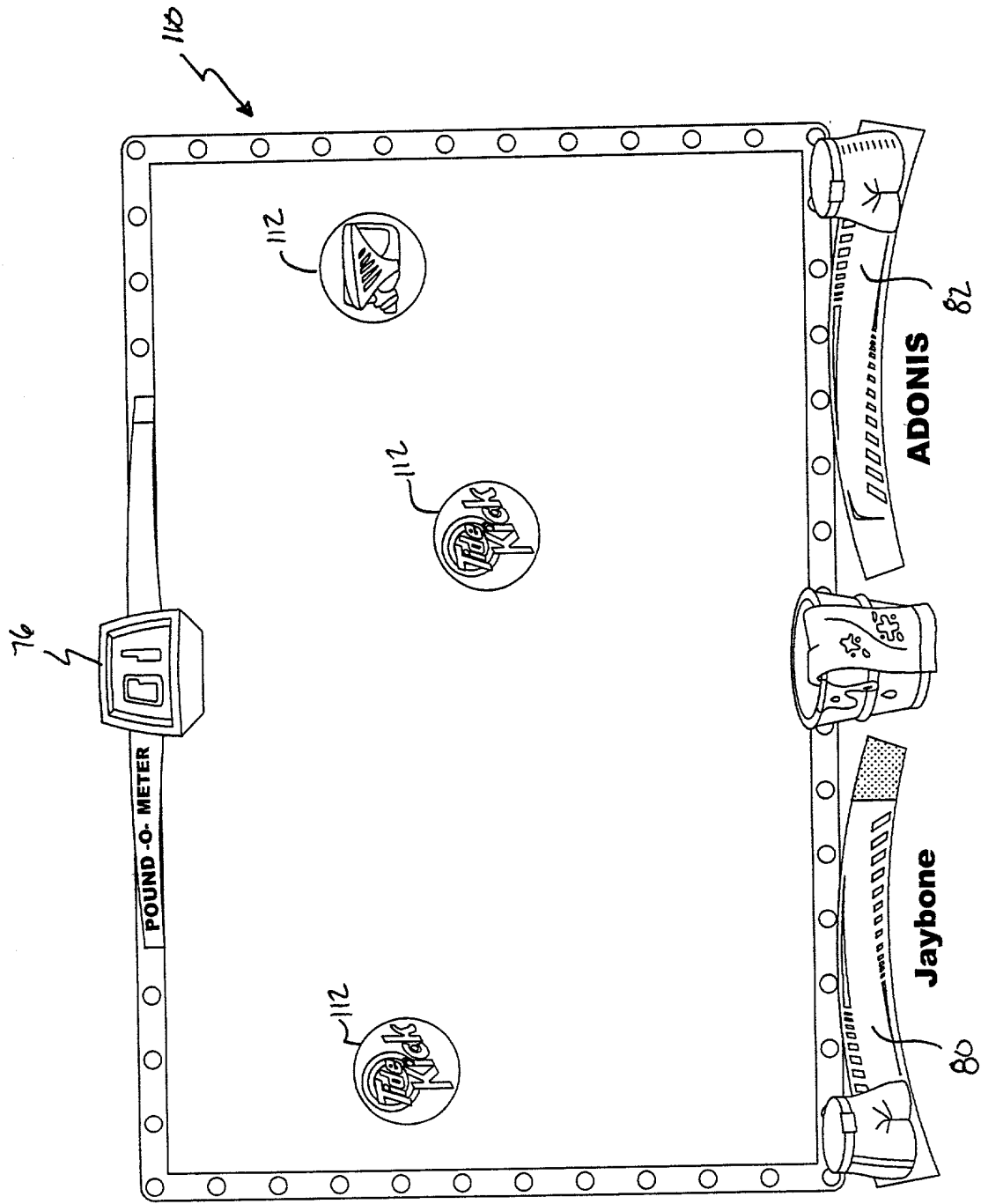


FIG. 10

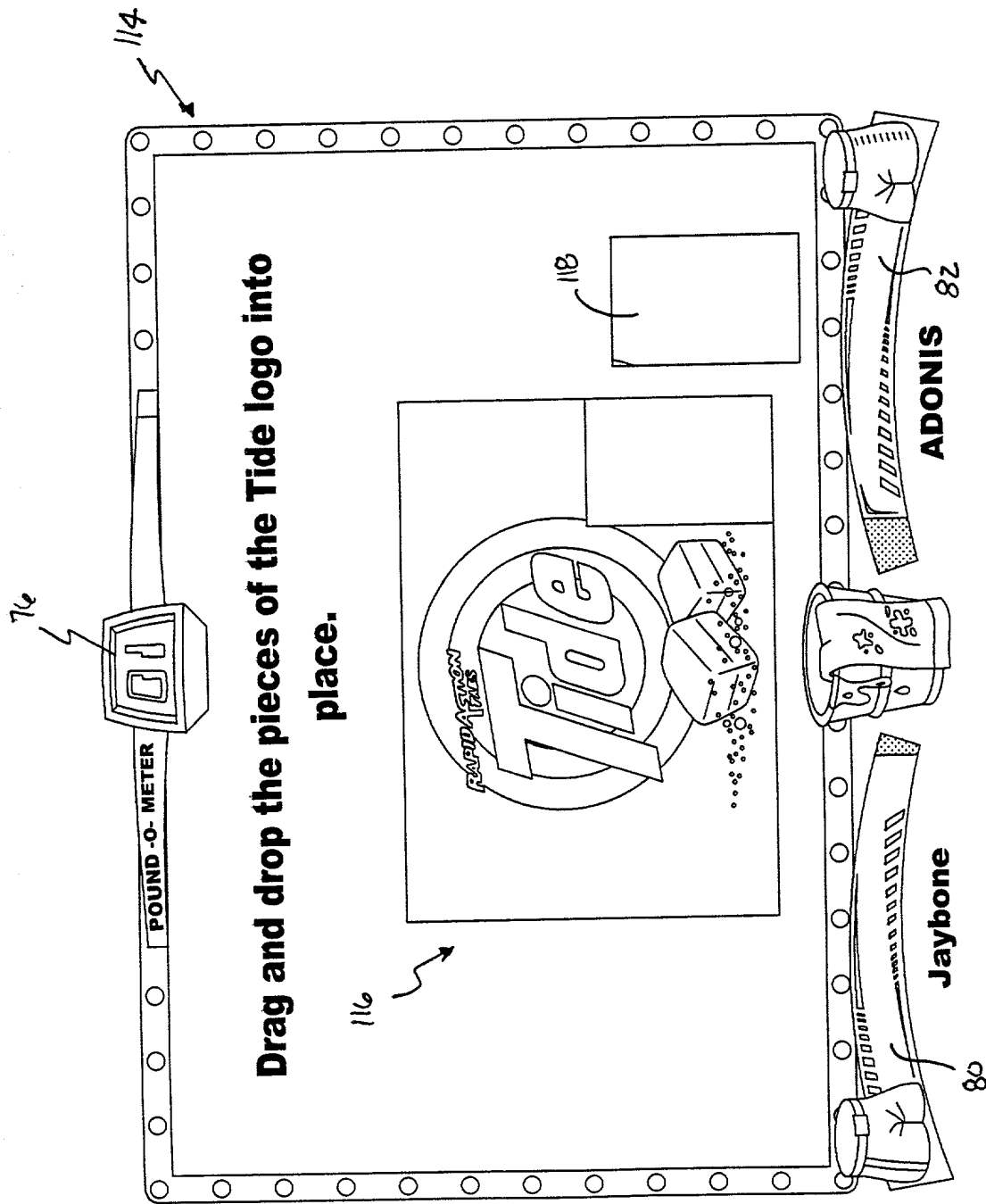


FIG. 11

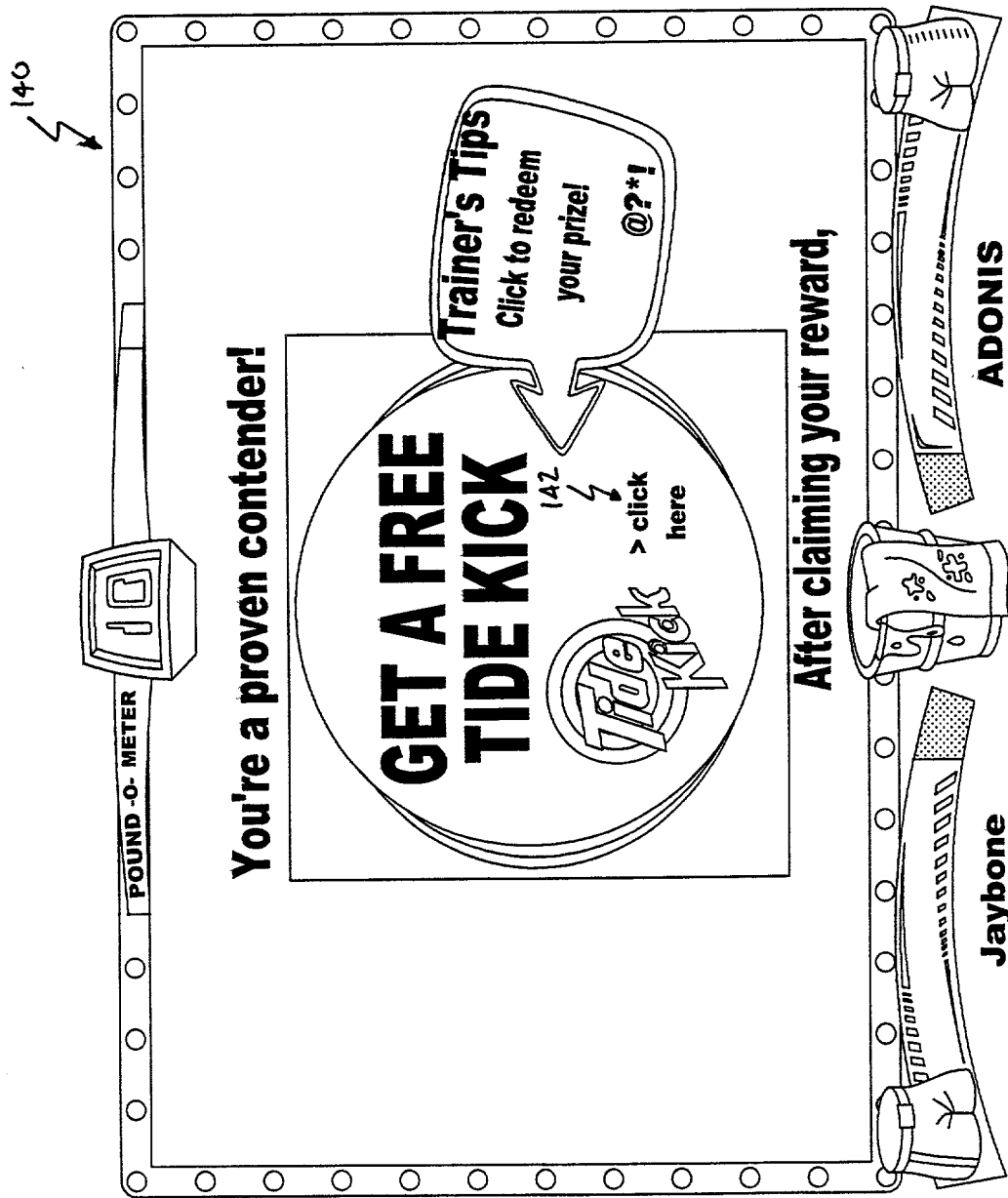


FIG. 12

DEMOGRAPHIC
"WEIGH IN"

DEMOGRAPHIC
"A"

DEMOGRAPHIC
"B"

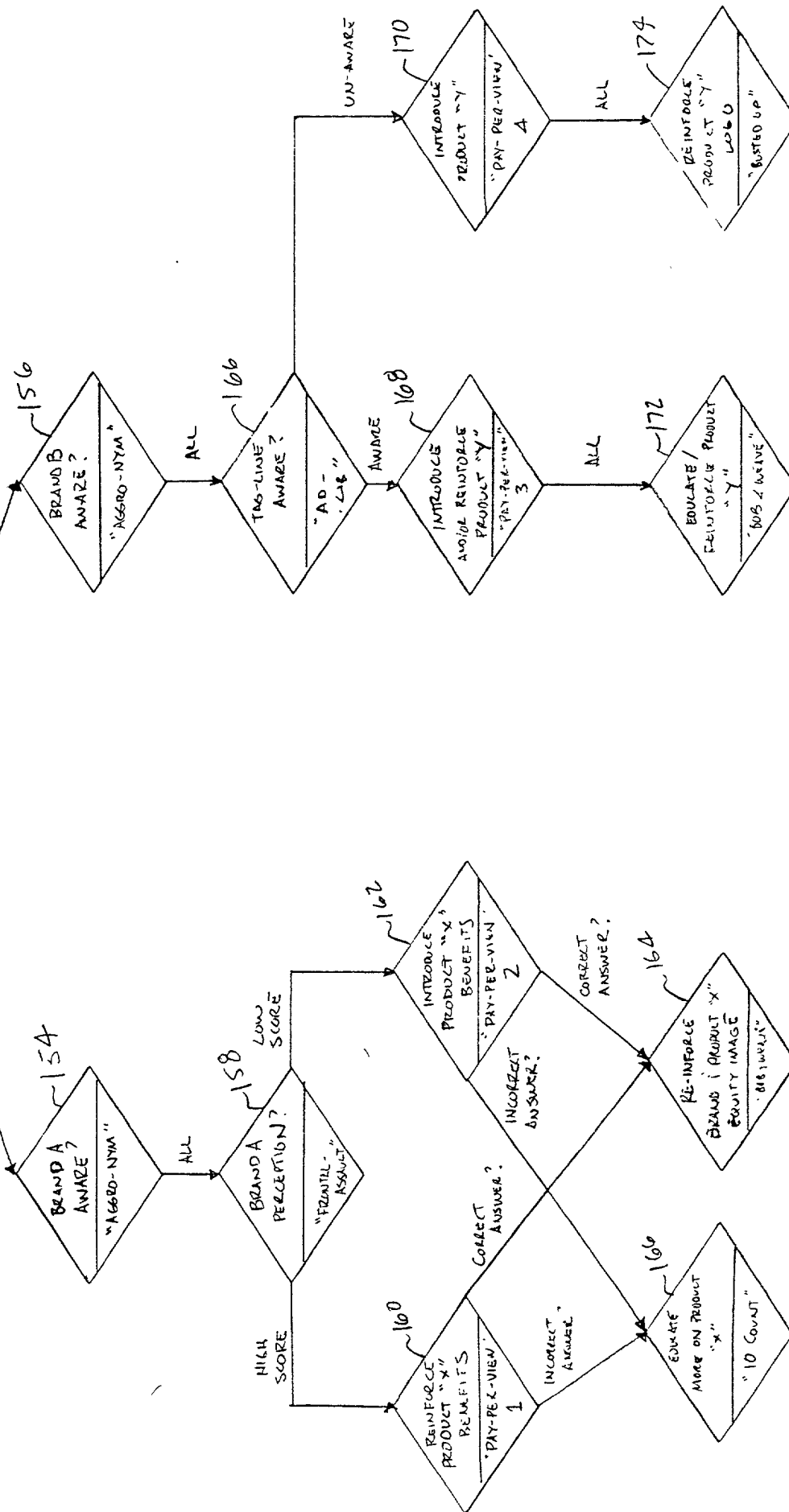


FIG. 13

Adversity Game Builder

178

Question Builder

- 1073 Aggro-Nym
- 1074 Frontal Assault
- 1075 Frontal Assault
- 1076 Pay-per-View
- 1077 Pay-per-View
- 1078 Bob and Weave
- 1079 10 Count
- 1080 Bob and Weave
- 1082 Ad Lib
- 1086 Ad Lib
- 1087 Sample
- 1088 Sample
- 1089 Sample
- 1090 Sample
- 1091 Sample
- 1092 Bob and Weave
- 1093 Pay-per-View
- 1081 10 Count
- 1084 Ad Lib
- 1085 Ad Lib
- 1083 Busted Up

New Question

180

Logout

182

Question Builder Top Level Page

Adversity Game Builder

Content Name	Question 3.1	Content Type	Pay-per-View	Items
Content Name 3	Question 3.1	Content Type	Pay-per-View	4 Items

<< - Edit Content Details - >>

Next Type

Standard

42

Next Right

Question 40

Please save changes after changing Next Type to view correct type settings

Next Wrong

Question 41

Do Not Use

Please Select

Do Not Use

Please Select

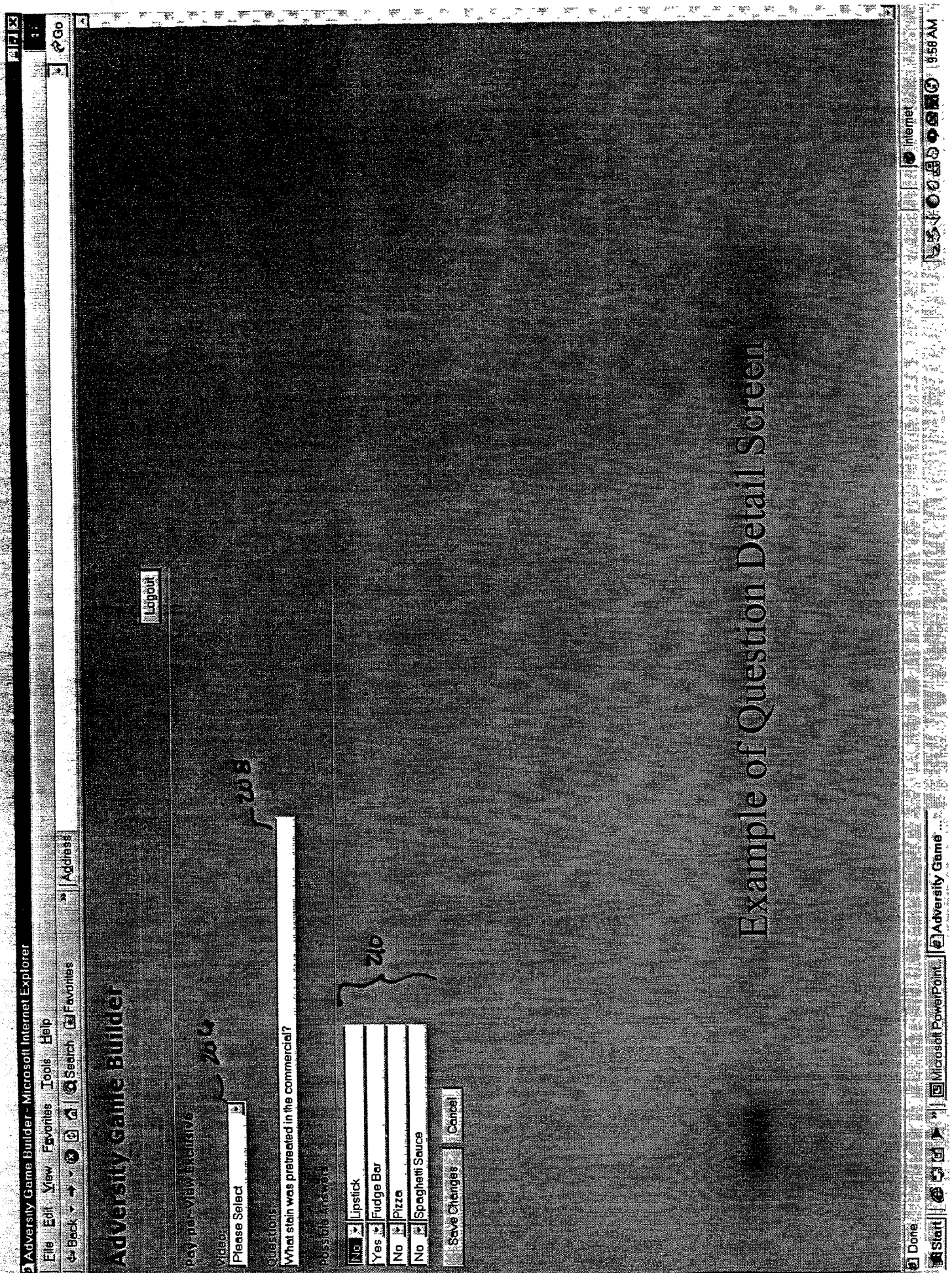
Do Not Use

Please Select

Game Scoring	Content Value	Time Limit	Negative Response 1	Negative Response 2
190	200	20	Nope.	It was the fudge bar that did a number on the white shirt.
202	Nice Work!			
	The fudge bar did a number on that white shirt!			
	Save Changes			Cancel

Example of Main Screen for Question Builder

Fig. 15



Example of Question Detail Screen



Adversity Summary Report

Customer Service Rep Name: Steve Wolf

Phone #: 503.361.0554

1148, Main Street
Chicoma, Yuc 45210

Start Date : Apr 01, 2001
End Date : Jul 15, 2001

Feature Brand



Demographics of Players Competing

	Total (n)	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Your Brand	3204	1435 44.8%	1769 55.2%	259 8.1%	423 13.2%	779 24.3%	1080 33.7%	663 20.7%
Average Brand	1360	589 43.3%	771 56.7%	115 8.5%	172 12.7%	314 23.1%	474 34.8%	284 20.9%

Report Run Date : Jul 16, 2001

Snapshot of Average Consumer Interaction with Your Brand in Adversity

Analysis Comments

Summary Report For Tide

Fig. 17



**Adversity
Pay-Per-View
Report**

Customer Service Rep Name: Steve Wolf
Phone #: 503.361.0554



1148, Main Street
Cincinnati, Ohio 45210

Start Date : Jun 27, 2001
End Date : Jun 27, 2001

Demographic Breakdown on Pay Per View Question

	Total	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Copy : Stepmom Spot : Questions : In this commercial, what combination removes stains the best? Correct Answer: Tide and TideKick	0	0	0	0	0	0	0	0
Total unique viewers of this copy								
Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy : Stepmom Spot : Questions : What stain was pretreated in the commercial? Correct Answer: Fudge Bar	0	0	0	0	0	0	0	0
Total unique viewers of this copy								
Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy : Roommates Spot : Questions : Why does only the one roommate need clean clothes? Correct Answer: He has a 'real' job	0	0	0	0	0	0	0	0
Total unique viewers of this copy								
Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy : Questions : Correct Answer :								
Total unique viewers of this copy								
Percentage of viewers answering correctly								
Copy : Questions : Correct Answer :								
Total unique viewers of this copy								
Percentage of viewers answering correctly								

Feature Brand



Report Run Date : Jun 27, 2001

Analyst Comments:

Adversity Report

Copy Delivered

Copy Description	Average Interaction Time (Seconds)
Stepmom Spot	
Stepmom Spot	
Roommates Spot	

FIG. 18



Adversity
Aggro-Nym
Report

Customer Service Rep Name: Steve Wolf
Phone # : 503.361.0554



1148 Main Street
Cincinnati Ohio 45210

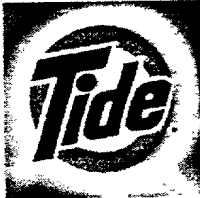
Start Date :27-Jun-2001

Demographic Breakdown on Aggro-Nym Question

224

End Date :27-Jun-2001

Feature Brand



Primary Question :Time to Clean Up! Identify these leading brands of laundry detergent.	Total	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Total unique viewers of this question →	0	0	0	0	0	0	0	0
Percentage of viewers correctly completing ↓								
Answer 1:Purex	0%	0%	0%	0%	0%	0%	0%	0%
Answer 2:Era	0%	0%	0%	0%	0%	0%	0%	0%
Answer 3:Tide	0%	0%	0%	0%	0%	0%	0%	0%
Answer 4:Wisk	0%	0%	0%	0%	0%	0%	0%	0%
Answer 5:Cheer	0%	0%	0%	0%	0%	0%	0%	0%
Answer 6:Gain	0%	0%	0%	0%	0%	0%	0%	0%

Report Run Date :27-Jun-2001

226

Analyst Comments
Adversity Report

Typical Consumer Interaction

228

Question Description	Average Interaction Time (seconds)
Primary Question:Time to Clean Up! Identify these leading brands of laundry detergent.	35.1

FLG.19